

VIBA SUBRAMANIAM

Product Design Lead

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EXPERIENCE

Product Design Lead | Carta

May 2025 - Present

Defined strategy, led user research, and delivered high-impact features for the Asset Management product suite

Led behavior - focused product design initiatives that drive thousands of new investor - company connections, fueling growth in Carta's ecosystem

Designed GenAI-powered experiences that auto-extract information from complex legal documents, significantly accelerating workflows

Senior Product Designer | Carta

Jan 2021 - May 2025

Designed foundational 0 → 1 and 1 → 2 features across Carta's core product: cap table management, reporting, and hiring

Balanced craft and velocity by collaborating with product and engineering to conceptualize, validate, and ship weekly updates

Built strong rapport with design leadership through clear, articulate communication of complex design initiatives

Product Designer | Chorus.ai

Oct 2018 - Dec 2020

Owned research and design for two shipped AI-driven products - custom coaching and sentiment analysis to enhance deal visibility

Shaped product strategy by translating customer insights into strategic design decisions

UX Researcher | Federal Reserve Bank SF

Jan 2016 - July 2017

Conducted research to inform the design of large financial reporting applications, data dashboards, and podcasts

Published comprehensive UX reports and presented findings with design recommendations to C-level executives

EDUCATION

Carnegie Mellon University | 2018

Master of Human Computer Interaction

UC San Diego | 2012

BA, Economics

SKILLS

Design

User flows, wireframes, prototyping (lo-fi to hi-fi), storyboarding, detailed specs, design systems, high-fidelity UI, layout, typography

Research

Personas, user journeys, contextual inquiry, systems mapping, usability tests, surveys, heuristic analysis

Management

Roadmap creation, prioritization, sprint planning, retrospectives

Tools

FigmaMake, Figma, Invision, Illustrator, InDesign, Photoshop, Invision

CERTIFICATIONS

User Experience *by* NNG

Agile Business Analyst *by* ROI Training

Scrum Product Owner *by* Platinum